

## ORDER



**Orders**  
**Order / Rev:** 705672  
**Alt Order #:** 06269881  
**Product Desc:** NRCC IE  
**Estimate:** 2968  
**Flight Dates:** 10/05/12 - 10/11/12  
**Original Date / Rev:** 08/10/12 / 08/10/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** National Media Research Planning  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRCC-IE  
**Demographic:** A35-64  
**Product Codes:** PL-State/Local,IS-Issue/Non  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/11/12	33	\$46,200.00	\$39,270.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$46,200.00	\$39,270.00	0.00
<b>Totals</b>	<b>33</b>	<b>\$46,200.00</b>	<b>\$39,270.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/05/12	10/05/12	M-F 10-1035p KARE News 10p	CM	10-1035p	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
KARE11NWS-10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$3,000.00		0.00			
E 2	KARE	10/05/12	10/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$800.00		0.00			
E 3	KARE	10/05/12	10/05/12	M-F 430-5p Jeopardy	CM	430-5P	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$850.00		0.00			
E 4	KARE	10/05/12	10/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,750.00		0.00			
E 5	KARE	10/05/12	10/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	----F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$900.00		0.00			

Order / Rev: 705672  
 Alt Order #: 06269881  
 Flight Dates: 10/05/12 - 10/11/12

Advertiser: NRCC-IE  
 Product Desc: NRCC IE  
 Estimate: 2968

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KARE	10/05/12	10/05/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm ---- F--	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
ENT TONIGHT 30														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---- F--				1	\$1,750.00		0.00			
E 7	KARE	10/05/12	10/05/12	Fri Prime WHO DO YOU THINK YOU	CM	Fri Prime ---- F-- (6:58 PM-8:00 PM)	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
WHO DO-ARE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---- F--				1	\$1,750.00		0.00			
E 8	KARE	10/08/12	10/08/12	M-F 10-1035p KARE News 10p	CM	10-1035P M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
KARE11NWS-10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$3,000.00		0.00			
E 9	KARE	10/08/12	10/08/12	M-F 430-5p Jeopardy	CM	430-5P M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$850.00		0.00			
E 10	KARE	10/08/12	10/08/12	M-F 6-630p KARE 11 6 News	CM	6-630p M-----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
NBC NITELY NWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,750.00		0.00			
E 11	KARE	10/08/12	10/08/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
KARE11-SUNRS@6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$900.00		0.00			
E 12	KARE	10/08/12	10/08/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm M-----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
ENT TONIGHT 30														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$1,750.00		0.00			
E 13	KARE	10/08/12	10/08/12	Mon Prime REVOLUTION	CM	Mon Prime M----- (9:00 PM-10:00 PM)	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
REVOLUTION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$4,000.00		0.00			
E 14	KARE	10/06/12	10/06/12	Saturday Night Live Saturday Night Live	CM	1030-1202A -----S-	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
SAT NITE LIVE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$1,750.00		0.00			
E 15	KARE	10/06/12	10/06/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P -----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
KARE11NWS-5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$800.00		0.00			
E 16	KARE	10/06/12	10/06/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P -----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
KARE11NWS-6 SA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$850.00		0.00			
E 17	KARE	10/06/12	10/06/12	Sat 630-7p MN Bound	CM	630pm-7pm -----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
MINN BOUND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-				1	\$750.00		0.00			
E 18	KARE	10/06/12	10/06/12		CM	8-10a -----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00

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Advertiser: NRCC-IE  
 Product Desc: NRCC IE  
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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 8-10a KARE 11 Saturday														
KARE11 NWS SAT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-				1	\$800.00		0.00			
E 19	KARE	10/07/12	10/07/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P -----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
KARE11NWS-5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S				1	\$1,000.00		0.00			
E 20	KARE	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	8-9a -----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
SUN TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S				1	\$350.00		0.00			
E 21	KARE	10/11/12	10/11/12	Tonight Show Tonight Show	CM	1035pm-1135pm ---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---				1	\$800.00		0.00			
E 22	KARE	10/11/12	10/11/12	M-F 430-5p Jeopardy	CM	430-5P ---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---				1	\$850.00		0.00			
E 23	KARE	10/11/12	10/11/12	M-F 6-630p KARE 11 6 News	CM	6-630p ---T---	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
NBC NITELY NWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---				1	\$1,750.00		0.00			
E 24	KARE	10/11/12	10/11/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a ---T---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
KARE11-SUNRS@6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	---T---				1	\$900.00		0.00			
E 25	KARE	10/09/12	10/09/12	Tonight Show Tonight Show	CM	1035pm-1135pm -T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TONITE SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----				1	\$800.00		0.00			
E 26	KARE	10/09/12	10/09/12	M-F 430-5p Jeopardy	CM	430-5P -T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----				1	\$850.00		0.00			
E 27	KARE	10/09/12	10/09/12	M-F 6-630p KARE 11 6 News	CM	6-630p -T-----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
NBC NITELY NWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----				1	\$1,750.00		0.00			
E 28	KARE	10/09/12	10/09/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a -T-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
KARE11-SUNRS@6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	-T-----				1	\$900.00		0.00			
E 29	KARE	10/10/12	10/10/12	M-F 10-1035p KARE News 10p	CM	10-1035P --W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
KARE11NWS-10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12		10/08/12	10/14/12	--W----				1	\$3,000.00		0.00			
E 30	KARE	10/10/12	10/10/12		CM	430-5P --W----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00

Order / Rev:	705672
Alt Order #:	06269881
Flight Dates:	10/05/12 - 10/11/12

Advertiser:	NRCC-IE
Product Desc:	NRCC IE
Estimate:	2968

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 430-5p Jeopardy											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----		1			\$850.00		0.00				
E 31	KARE	10/10/12	10/10/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--W----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----		1			\$1,750.00		0.00				
E 32	KARE	10/10/12	10/10/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	--W----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----		1			\$900.00		0.00				
E 33	KARE	10/10/12	10/10/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	--W----	:30	1	\$1,750.00	P-2	0.00	NM	1	\$1,750.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	--W----		1			\$1,750.00		0.00				
Totals													33	\$46,200.00	